King, Valerie A.

From: King, Valerie A.
Sent: Monday, August 25, 2003 6:03 PM
To: 'Kimberly Prchal'
Cc: Gogova, Maria; Roethig, Hans
Subject: RE: Full Flavor PHX Radio Ad Proposal

Sensitivity: Confidential

DSS: No

PHX Radio.DOC (27 KB)

Kim:
Attached please find the proposed changes/comments to the radio ad.

Please provide me with a revised copy for final review and approval. If any questions, please let me know.

Thanks,
Valerie

-----Original Message-----
From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Tuesday, August 19, 2003 4:41 PM
To: valerie.a.king@pmusa.com
Cc: Peggy Niana; Vinny Andaloro
Subject: Full Flavor PHX Radio Ad Proposal
Sensitivity: Confidential

Valerie,

Attached is the proposed radio script that we would like to use for the recruitment of subjects at our PHX site for the Marlboro study (AA05624). I would think that background music would be non-descript and basically instrumental. (Peg, correct me if I am wrong.)

Please let us know if you need further information. A prompt response would be appreciated. Upon approval, I will take to IRB for their review and hopefully will be able to start advertising soon. (Peg, can you give exact date for start of radio?)

Thanks
Kim

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Source: https://www.industrydocuments.ucsf.edu/docs/psyx0001